

## **Shing Him Wong**

Product Manager | B2B SaaS | Product Operations & Delivery  
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### **PROFILE**

Product Manager with 8+ years turning business needs into clear product scope, prioritized backlogs, delivery plans, and shipped B2B SaaS software. My background spans platform ownership, internal billing and finance-adjacent tooling, and product analysis for growth-stage software companies — work that maps directly onto expense management and spend-management products: translating operational pain points (approvals, reconciliation, reporting) into structured requirements and measurable releases.

Most recently I led delivery for ERPLY's GOERP application framework, including ownership of ERPLY's internal Billing App — covering template engine design, annual billing logic, and invoicing workflows — giving me hands-on exposure to the same problem space Rydoo operates in: recurring billing, approvals, and financial workflow automation for businesses. I've also supported Dklaro, an invoice automation startup, with product analysis and roadmap definition, helping shape prioritization for a small business-facing finance product.

I'm comfortable working in remote, cross-functional environments where communication, ownership, and practical execution matter more than heavy process.

### **CORE SKILLS**

Product Management · B2B SaaS · Expense & Billing Workflow Design · Requirements Gathering · Backlog Prioritization · Sprint Planning · Stakeholder Management · Business Analysis · Cross-functional Delivery · Product Roadmap Definition · Release Coordination · UAT · Agile Delivery · Process Improvement · Internal Tools · Workflow Automation · Remote Team Coordination

### **PROFESSIONAL EXPERIENCE**

**Team Lead Manager / GOERP Platform Owner** · ERPLY Retail Software · Estonia · Hybrid ·  
Aug 2024 – Jun 2026

- Led delivery for ERPLY's GOERP application framework, coordinating 20+ developers across distributed teams and aligning work between product, project, QA, business, and engineering stakeholders.
- Owned product direction for ERPLY's internal Billing App, including template engine design, annual billing logic, and invoicing workflow clarification — directly relevant experience for recurring billing and B2B expense/spend platforms.
- Translated business and operational needs into structured product scope, user stories, delivery priorities, sprint inputs, and release expectations.

- Managed competing priorities across multiple internal and customer-facing SaaS applications, balancing business value, technical constraints, stakeholder urgency, and team capacity.
- Supported backlog refinement, sprint planning, issue prioritization, UAT readiness, release coordination, and post-release improvement.
- Coordinated go-live readiness and delivery communication for enterprise clients across Europe and the US.

**Product Manager & Team Lead – Service Management Application** · ERPLY Retail Software  
· Estonia · Hybrid · Nov 2022 – Aug 2024

- Owned product improvements for ERPLY's internal service management and workflow tools, supporting ticketing, permissions, reporting, backlog visibility, dashboards, and operational processes.
- Gathered requirements from support teams, project managers, technical users, and business stakeholders, then translated them into clear product changes and delivery priorities.
- Prioritized improvements based on business impact, user pain points, feasibility, and operational value.
- Coordinated development, QA, UAT, stakeholder feedback, release planning, and post-release refinements across distributed teams.

**Product Advisor (Independent)** · Dklaro · Remote · Ongoing

- Supported Dklaro, an invoice automation platform for small businesses, with product analysis and roadmap definition — assessing feature priorities, workflow gaps, and go-to-market readiness for a finance-focused B2B SaaS product.

**Product Manager** · Outvio · Tallinn, Estonia · Mar 2022 – Nov 2022

- Managed product requirements and delivery coordination for courier and CMS integrations in a B2B SaaS logistics platform.
- Worked with stakeholders and technical teams to clarify integration needs, prioritize improvements, coordinate testing, and support release readiness.
- Helped translate operational and customer requirements into practical product improvements for e-commerce and post-purchase workflows.

**Product Owner** · Yolo Group · Tallinn, Estonia · Aug 2021 – Mar 2022

- Gathered requirements from business stakeholders and account teams, then prioritized work based on business value, feasibility, and delivery readiness.
- Coordinated with launch, QA, and technical teams to support product readiness, UAT, and release execution.
- Defined product-specific KPIs with business accounts and prepared regular reports to support performance monitoring and improvement.

**Project Manager – Account Management** · Yolo Group · Tallinn, Estonia · Jul 2020 – Aug 2021

- Supported key business accounts through project coordination, stakeholder reporting, product communication, and operational improvement.
- Clarified priorities, tracked open items, coordinated internal follow-up, and helped teams deliver customer-facing outcomes with quality.

**Assistant Manager, Digital Banking** · Fubon Bank (Hong Kong) Ltd. · Hong Kong · Apr 2019 – Oct 2019

- Coordinated Internet Banking and Mobile Banking product improvements, working with business and IT teams on QA, rollout planning, requirement clarification, and product delivery.

**e-Banking Officer** · Fubon Bank (Hong Kong) Ltd. · Hong Kong · Feb 2017 – Apr 2019

- Supported e-banking rollout, QA, management reporting, promotion coordination, and digital banking operations.

## **SELECTED RELEVANT EXPERIENCE**

### *Billing & Finance-Adjacent Product Work*

Owned ERPLY's internal Billing App direction (template engine, annual billing logic) and supported Dklaro's invoice automation roadmap — direct exposure to billing, invoicing, and expense-adjacent product problems.

### *Product Delivery Across Distributed Teams*

Coordinated delivery across product, project, QA, engineering, and business stakeholders, helping teams move from unclear requirements to prioritized execution and release.

### *Platform and SaaS Delivery*

Supported delivery of modular B2B SaaS applications and platform-based workflows, including requirement clarification, sprint planning, UAT, release readiness, and post-release iteration.

### *Practical AI and Automation Adoption*

Used AI tools to support documentation, business analysis, workflow design, project reporting, and productivity improvement.

## **EDUCATION & CERTIFICATIONS**

The Hong Kong Polytechnic University — BBA, Marketing · 2013 – 2017 · Upper Second Class Honours

Project Management Professional (PMP)® — Project Management Institute · Issued Jan 2024 · Expires Jan 2027

Idea Partners — UX Bootcamp, UI & UX Design · UX Certificate · Issued Oct 2021

42 Wolfsburg — Piscine Bootcamp, C & Shell scripting · Feb 2021  
TOEFL iBT — 97 / 120 · Oct 2019

**LANGUAGES**

Cantonese – Native / bilingual · English – Full professional · Mandarin – Professional working ·  
Traditional Chinese – Native / fluent